

## GLOSSARY OF TERMS

**Benchmark turnover:** turnover of a store if it were to trade at the company average.

**Base year:** the start year for any quantitative analysis; normally the year a household survey is undertaken (in this case 2009).

**Catchment area:** this is an area where a centre or store attracts most of its trade.

**Claw back:** this is a catchment area's expenditure that is currently spent outside a catchment, but is encouraged to be spent within a catchment through the development of new floorspace.

**Comparison spending:** spending on non-food items such as clothing, furniture and electrical goods for which some comparison is normally made before purchase.

**Convenience spending:** spending on everyday items such as food, newspapers and drinks, which tend to be purchased regularly.

**Forecast year(s):** these are the year(s) when growth is forecast and is used to inform policy options

**Gross floorspace:** the gross external floorspace area of a shop, including storage space and ancillary office space

**Inflow:** this is expenditure generated from beyond a study area/catchment area that is spent in centres/stores within the study area/catchment area.

**Linked trip:** Combining a visit to a supermarket with a trip to use other shops and services in the town/district/local/village centre.

**Leakage:** this is expenditure within a study area/catchment area that is spent outside the study area/catchment area.

**Market share:** this is the proportion of study area/catchment area's expenditure spent in a centre or store, expressed as a percentage.

**Net floorspace:** the sales floorspace of a store, which is defined as the area where members of the public have access.

**Net to gross ratio:** the amount of sales floorspace vis-à-vis the total gross external floorspace of the store

**Outflow:** this is expenditure generated from a study area/catchment area that is spent in centres/stores beyond study area/catchment area boundary

**Overtrading:** the amount of turnover in excess of a company benchmark turnover

**Per capita expenditure:** amount of money per annum spent on a category of goods by one person

**Per capita expenditure growth per annum:** annualised real growth in spending (using constant prices)

**Price base:** the base year of the expenditure data used, which is constant at 2007 prices in this study (note this is different from the base year of the quantitative analysis).

**Sales density:** the turnover per sqm of net floorspace achieved by retail floorspace

**Sales density growth:** the annualised percentage growth in turnover of existing floorspace

**Special forms of trading:** non-retail spending, including via the internet, mail order, stalls and markets, door-to-door and telephone sales.

**Study area:** this is the area where a study of shopping patterns is based upon; it is normally divided into zones.

**Under trading:** the amount of turnover below a company benchmark turnover